

5813-73

9/24/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL, SAFETY
AND POLLUTION PREVENTION

Elisa Estremera,
The Clorox Company,
P.O. Box 493,
Pleasanton, CA. 94566-0803

SEP 24 2013

Subject: Clorox Everest
EPA Registration No.: 5813-73
Notification Date: September 06, 2013
EPA Receipt Date: September 09, 2013
Submission #: 940807

Dear Elisa Estremera,

This letter acknowledges receipt of your notification submitted under the provision of FIFRA section 3(c)9 and PR Notice 98-10.

Proposed notification:

- Add additional marketing claim, "Twin-or-Value Pack".

General Comments

Based on a review of the submitted materials, your notification for Clorox Everest, registration 5813-73, are acceptable.

Should you have any questions or comments concerning this letter, please contact Velma Noble at (703) 308-6233 or Jamil Mixon at (703) 308-8032.

Sincerely,

A handwritten signature in black ink, appearing to read "Velma Noble".

Velma Noble
Product Manager -31
Regulatory Management Branch
Antimicrobials Division (7510P)



United States
Environmental Protection Agency
Washington, DC 20460

☐ Registration
☐ Amendment
☒ Other

OPP Identifier Number

EE0171

Application for Pesticide - Section I

1. Company/Product Number 5813-73	2. EPA Product Manager Velma Noble	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Clorox® Everest	PM# 31	
5. Name and Address of Applicant (Include ZIP Code) The Clorox Company c/o PS&RC; P. O. Box 493 Pleasanton, CA 94566-0803 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

Section - II

<input type="checkbox"/> Amendment - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification of additional marketing claims, "Twin -or- Value Pack" on page 4, per PR Notice 98-10.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. § 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under § 12 and § 14 of FIFRA. We enclose one highlighted label and 3 clean labels.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No		<input type="checkbox"/> Metal	
				<input type="checkbox"/> Plastic	
				<input type="checkbox"/> Glass	
				<input type="checkbox"/> Paper	
				<input type="checkbox"/> Other (Specify) _____	
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		5. Location of Label Directions <input type="checkbox"/>	
6. Manner in Which Label is Affixed to Product <input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled				<input type="checkbox"/> Other _____	

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)			
Name Elisa Estremera		Title Federal Registration Specialist	
		Telephone No. (Include Area Code) (925) 368-9017	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature 		3. Title Federal Registration Specialist	
4. Typed Name Elisa Estremera		5. Date 09/06/2013	

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Note: ***Bold, italicized text is information for the reader and is part of the label.*** [Bracketed information is optional text.] Underlined text is new. ~~Strikethrough (text) means removed.~~
R0536250

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CLOROX[®] EVEREST

ACTIVE INGREDIENT:

Alkyl (C₁₂ 40%; C₁₄ 50%; C₁₆ 10%)

dimethyl benzyl ammonium chloride 0.3%

OTHER INGREDIENTS:..... 99.7%

TOTAL:..... 100.0%

KEEP OUT OF REACH OF CHILDREN

CAUTION:

See back panel for additional precautionary statements.

[NET] [CONTENTS] _____

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Note: **Bold, italicized text is information for the reader and is part of the label.** [Bracketed information is optional text.] Underlined text is new. Strikethrough (text) means removed.
R0536250

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PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling. Avoid contact with foods.

FIRST AID:

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

Residential/Household (Refillable bottles)

STORAGE AND DISPOSAL: Store out of reach of children or persons unfamiliar with its use. Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

Residential/Household (Bottles used to refill trigger)

STORAGE AND DISPOSAL: Store out of reach of children or persons unfamiliar with its use. Nonrefillable container. Do not reuse or refill this container. Offer for recycling if available or place in trash.

Commercial/Institutional/Industrial (Refillable bottles)

STORAGE AND DISPOSAL: Do Not Contaminate Water, Food or Feed by Storage and Disposal. **Storage:** Store out of reach of children or persons unfamiliar with its use. **Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility. **Container Disposal:** Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

Commercial/Institutional/Industrial (Bottles used to refill trigger)

STORAGE AND DISPOSAL: Do Not Contaminate Water, Food or Feed by Storage and Disposal. **Storage:** Store out of reach of children or persons unfamiliar with its use. **Pesticide Disposal:** Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility. **Container Disposal:** Do not reuse or refill except as described in the directions for use. Offer for recycling if available or place in trash.

A list of this product's ingredients is available at www.IngredientsInside.com -or-

A list of [this product's] **[product name]** ingredients is available at **[insert company website]**.

Mfd. for & ©YYYY THE CLOROX COMPANY, 1221 Broadway, Oakland, CA 94612

Made in [the] U.S.A. Clorox is a registered trademark of The Clorox Company

QUESTIONS [? -or- OR] COMMENTS? CALL 1-800-227-1860

[or visit www.pine-sol.com -or- www.409.com -or- www.clorox.com]



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use **[This Product]**] -or- [how-to] tips -or- [how-to [-use]] videos] [(Data rates may apply)]

EPA Reg. No. 5813-73

EPA Est. No. 5813-CA-3 (A8 or H8), CA-4, CA-5, GA-1 (A4), GA-2 (VG), IL-2 (VF); 40873-CA-1 (PG); 71681-GA-1 (JQ), IL-1 (GU), IL-2 (24); 58455-IN-1 (C6), IN-2 (01); 71106-GA-2 (E8); 36727-IL-1 (JM)

Beginning of batch code indicates Est. No.



Important Facts:

Bottle made from _____% post-consumer recycled plastic

Contains no phosphorus

Not harmful to septic systems -or- tanks

Packaging Related Statements and Icons:

[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.

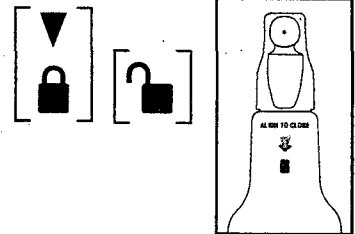
To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,] tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- Spray: Turn -or- Rotate nozzle to ON.

-or-



Optional graphic



Twist off, Refill Align Tip to Tube Push, Snap to Close



More Savings [!][.] Less Waste [!]-or- More Savings [!]*

*50% less plastic vs. five -or- 5 32 fl oz trigger sprays (**180 oz bottle**)

-or-

*55% less plastic vs. four -or- 4 32 fl oz trigger sprays (**136 oz bottle**)

-or-

*56% less plastic vs. four -or- 4 32 fl oz trigger sprays (**128 oz bottle**)

-or-

*46% less plastic vs. two -or- 2 32 fl oz trigger sprays (**64 oz bottle**)

-or-

*28% less plastic vs. one -or- 1 32 fl oz trigger spray (**32 oz bottle**)

-or-

* ____% less plastic vs. (**insert # of bottles**) fl oz trigger spray

Packaging Related Claims:

[Now -and/or- New(!) -and/&/or- Improved(!)] *to be used as a claims descriptor only for the first 6 months of product on shelf*

- ___ oz. = [More than] ___ oz. Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology[†]
- Economy [*insert size 32 fl oz and less*] -and/or- [Size]
- Get -or- Spray Every Drop(!) [™]
- Medium [*insert size 24 fl oz and less*] -and/or- [Size]
- Patented design bottle
- Recyclable bottle
- Small [*insert size 16 fl oz and less*] -and/or- [Size]
- Smart Tube[®] [™] Technology
- Twin -or- Value Pack
- [†]Experience compared to historical Clorox Spray packaging

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

OPERATING TRIGGER

To Operate:

[Open hinged cover of sprayer and snap into opening on top. -or- Turn nozzle [counterclockwise] to "spray" -or- "stream" [setting]. -or- Adjust [nozzle] to desired pattern. -or- To open, turn the purple nozzle.] Spray 6-8 inches from surface, [[rub] [wipe] with [brush,] [paper towel,] [sponge,] [lint-free cloth] or [cloth]]. [Do not breathe spray or mist.]

[[This product] Can be used on -or- won't harm most washable surfaces.] [Not recommended for use on soft vinyl, varnishes, or aluminum.] [If applied to those surfaces, rinse and wipe dry immediately.] [For painted surfaces, test small area first. -or- For best results, always test a small area before washing -or- applying.]

Use on hard, nonporous surfaces. For surfaces that may come in contact with food, a potable water rinse is required.

[Refill only with this product]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap from empty bottle.

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer and use as you normally would.

-or-

Unscrew cap and transfer your trigger to this bottle.

CLEANING:

[Now -and/or- New[!]] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

General: [Household/Kitchen/Bathroom/Floor] Cleaning: [Remove cooking ingredients and cooked food from areas to be cleaned.] Spray product straight onto soils and wipe clean [with a dry paper towel or lint-free cloth -or- sponge]. -or- [Spray soiled area, then wipe clean.] Repeat for heavily soiled areas.

Alternate for Direct Application or Refill Bottle:

Apply this product full strength onto soils and wipe clean [with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag]. Repeat for heavily soiled areas.

To Clean/Remove Soap Scum: Spray product onto soils and wipe clean [with a dry paper towel or lint-free cloth or sponge]. -or- Just spray on and wipe off [with a dry paper towel or lint-free cloth or sponge]. No scrubbing or rinsing necessary. For best results, use a dry paper towel or lint-free cloth. Repeat for heavily soiled areas. For stubborn stains or heavily soiled areas or tougher jobs, allow product to penetrate [dirt -and/or- soap scum] before wiping. For best results, use regularly to prevent dirt and soap scum build up.

To Clean [Nonporous] Surfaces -and/or- Floors: [Spray soiled area, then wipe clean. -or- For spot cleaning, spray straight from bottle and wipe clean with damp sponge -or- mop.] [For larger areas, [remove trigger sprayer and] mix one cup of this product per gallon of warm water and apply with a sponge -or- mop.]

To Clean Toilets: To clean and deodorize toilet bowl, squirt liberally (1/2 cup) on toilet sides and upper toilet bowl rim. Swab -or- brush all surfaces thoroughly and flush.

Claims:

- A better way to clean
- An effective [non-food contact surface] cleaner for use in the kitchen, bathroom, bedroom, and other household areas
- Can be used diluted for lighter cleaning tasks or full strength for big jobs
- Can be used for a variety of indoor and outdoor cleaning tasks
- Can be used full strength or diluted [for a variety of heavy duty to lighter cleaning tasks]
- Clean up with the one thing that can handle the kitchen
- Cleaner [for Household Use]
- Cleans [all] [washable] floors [including] [no-wax floors] [linoleum] [vinyl] [and] [glazed ceramic tile]
- Cleans everyday kitchen -and/or- bathroom messes
- Cleans [everyday messes] [grease and grime] throughout the house
- Cleans [Fast,] [All over the House] [in Kitchens and Bathrooms]
- Cleans kitchen [and] -or- bathroom surfaces
- Cleans kitchens to a beautiful shine
- Cleans soap scum -or- dirt -or- build-up
- Cleans [surfaces] throughout the house
- Cleans kitchen -and/or- bathroom -and/or- other household surfaces
- Cleans the toughest soils
- Cleans tough [grease] [kitchen] [bathroom] messes [without smearing] [fast]
- [Combines deep cleaning power with -or- Has] [the] anti-streaking ingredients [of a glass cleaner]
- Contains [more -and/or- powerful] grease cutters
- Cuts [through] [tough] grease [and] [grime] [and] [messes] [quickly] [and easily] [without a trace] [of residue]
- Cuts through tough kitchen -and/or- bathroom grease -and/or- [grime] [and] [soils]
- Cuts cleaning time
- Cuts -or- Cleans greasy dirt -and/or- soap scum -and/or- bathroom soils [fast]
- Cuts -or- Cleans Grime in Kitchens and Bathrooms [Fast]
- Cuts -or- Cleans Kitchen -and/or- [Bathroom] [Household] [Grime] [Soils] [Fast]
- Daily kitchen cleaner
- Deep clean [formula]
- Deep cleaning [cleaner -or- formula]
- Degreaser
- Degreases
- Easily cleans the -and/or- Toughest [on] grease [and grime] [throughout the house]
- Easy Clean
- Effectively removes [everyday] soils on: **Table 1 use sites**
- Fast [Strong] cleaning power
- Fast action [kitchen] [bathroom] cleaner
- Fast, easy cleaning solution
- Floor cleaner
- Formula [for bathrooms -and/or- kitchens]
- Formula fights grease even better
- Formulated for kitchen messes [-or- all kitchen cleaning needs]
- Good for everyday cleaning [and] -or- for your -or- my -or- the toughest household messes
- Good for most indoor and outdoor cleaning tasks
- Grease cutter -or- fighter -or- cutting formula -or- fighting formula
- [Great] For Everyday Use [in Kitchens and Bathrooms] [All Over the House]
- [Great] for [the] school[s] -and/or- classrooms -and/or- work -and/or- [the] office
- Improved [-or- Special] [grease fighting] [kitchen cleaning] [formula]
- Kitchen cleaning made easy
- Makes your -or- my -or- the [cleaning] job easier [in the] [kitchen] [bathroom] [household] [all over the house]
- Maximum Cleaning, Minimum Effort
- [Now] Better kitchen cleaning
- [Now] Cleans even better [on grease]
- [Now] Cleans without streaks
- Now [even] tougher -or- better on [kitchen] grease -or- messes
- Now fights grease better
- [Now] Great for Kitchens -and/or- Bathroom [soils] too
- [Now] Great in the Kitchen -and/or- Bathroom
- Now more -or- Improved grease fighting power

CLEANING continued:

[Now -and/or- New[!]] -and/&/or- Improved[!]] ***to be used as a claims descriptor only for the first 6 months of product on shelf***

- [Now] Works on Soap Scum
- One cleaner to get a truly clean kitchen
- Perfect [Ideal] for [greasy] [tough] [grimy] messes [around your -or- my -or- the [home] [house] [living room] [kitchen] [bathroom] [bedroom]]
- Powerful APC -or- All Purpose Cleaner -or- Kitchen Cleaner
- Powerful Cleaning Formula
- Powerful grease cutter
- Powerful [kitchen] [bathroom] cleaner
- Powerful, Quick & Easy
- Powers through -or- thru [tough] [kitchen] grease -and/or- [messes] [dirt]
- Powers through tough grease and grime [-or- messes] [all over the house] [including [kitchen] [grease and grime] [and] [bathroom soils] [such as soap scum]]
- Powers through your -or- my -or- the toughest cleaning jobs
- Prevents odors -and/or- [dirt] [soap scum] [build up]
- Quickly cuts through the toughest grease
- Removes -and/or- Cleans ***soils listed in Table 2***
- Removes -and/or- Cleans [everyday] kitchen messes
- Special kitchen-cleaning formula
- Specially formulated -or- Specifically -or- Made for kitchen cleaning
- Starts cleaning [-or- to work] on contact [-or- instantly]
- [Starts to] Dissolve[s] [greasy] [kitchen] [bathroom] messes [and odors] [on contact -or- instantly]
- [Starts to] Dissolve[s] grease on contact [-or- instantly]
- [Starts to] Dissolve[s] messes [to a shine] [without a trace] [of residue]
- Starts to work before you [even] [do -or- start to] wipe
- Still great for bathroom -and/or- kitchen soils -and/or- soap scum
- [Still] Great [for] Cleaning Power -or- Kitchens
- [Still] Tough on Greasy Soils
- Strong [cleaner]
- Strong enough to cut through automotive grease, yet won't harm fabric
- [The] One Step Cleaner
- [The] [Powerful] Scent of Clean -or- Real Clean
- This product's formula cleans
- Tough cleaning with a [bleach-free] [citrus] [fresh] [lemon] [light] [lime] [natural] [orange] scent
- Toughest on grease
- True -or- Truly Clean
- Unbeatable [on] grease removal
- Unbeatable on [kitchen] [bathroom] messes

Use Sites:

See Table 1

DEODORIZATION -or- SANITIZATION

[Now -and/or- New[!]] -and/&/or- Improved[!]] ***to be used as a claims descriptor only for the first 6 months of product on shelf***

To Deodorize -and/or- To Sanitize Non-Food Contact Surfaces: Spray until thoroughly wet. Let stand 30 seconds [half a minute]. Then wipe. -or- Let stand 30 seconds [half a minute] before wiping. For heavily soiled areas, a precleaning is required.

Alternate for Direct Application and Refill Bottle:

To Deodorize -and/or- To Sanitize Non-Food Contact Surfaces: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 30 seconds [half a minute]. Then wipe. -or- Let stand 30 seconds [half a minute] before wiping. For heavily soiled areas, a precleaning is required.

Claims:

- An effective non-food contact surface sanitizer for use in the kitchen -and/or- [bathroom] [bedroom] [other household areas]
- Antibacterial [Formula]
- Cleans -or- shines -or- sanitizes washable kitchen -and/or- bathroom -and/or- household surfaces -and/or- fixtures [throughout the home]
- Deodorizer [for Household Use]
- Deodorizes -or- Eliminates [food odors] [like garlic and onion] [left behind on kitchen surfaces] [after cooking]
- Deodorizes with [-or- and has] a [clean] [fresh] [pine] scent
- Deodorizes [washable] hard, nonporous surfaces
- Eliminates odors caused by bacteria [and mildew] [and non-fresh foods]
- Eliminates -or- Removes [kitchen] [bathroom] odors
- Kills [household] bacteria [and sanitizes without bleaching]
- Kills 99.9% of [household] bacteria [in 30 seconds] [in half a minute]
- Kills odor causing bacteria in the kitchen -or- bathroom
- [Now] Kills 99.9% of ***any organism from List 1*** [on hard, nonporous surfaces] [in 30 seconds] [in half a minute]
- One step cleaning and sanitizing
- Removes -or- Eliminates odors
- Sanitizer [for Household Use]
- Sanitizes [kitchen] [household] [bathroom] [surfaces] [in 30 seconds] [in half a minute]
- This product is a sanitizer for hard and nonporous, non-food contact area surfaces according to the method for Sanitizers – Non-Food Contact Surfaces, modified in the presence of 5% organic serum, [in 30 seconds] [in half a minute] against: ***any organism from List 1***

Organisms: (List 1)

Enterobacter aerogenes [ATCC 13048], Escherichia coli O157:H7 [(E. coli)] [ATCC 35150], Salmonella enterica ***tested as Salmonella choleraesuis*** [(Salmonella)] [ATCC 10708], Staphylococcus aureus [(Staph)] [ATCC 6538], Streptococcus pyogenes [(Strep)] [ATCC 19615], [Vancomycin Resistant] Enterococcus faecalis [(VRE)] [ATCC 51299]

Use Sites:

See Table 1

DISINFECTION:

[Now -and/or- New(!) -and/&/or- Improved(!)] **to be used as a claims descriptor only for the first 6 months of product on shelf**

To Disinfect: Spray until thoroughly wet. Let stand 10 minutes. [For Herpes simplex virus Type 2, Influenza A [Hong Kong virus], or Human Immunodeficiency Virus Type 1 (HIV-1), let stand for 30 seconds.] Then wipe. For heavily soiled areas, a precleaning is required.

All surfaces that come in contact with food must be rinsed with potable water. Do not use on glasses, dishes, or utensils.

Alternate for Direct Application and Refill Bottle:

To Disinfect: Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 minutes. Then wipe. For heavily soiled areas, a precleaning is required.

Claims:

- An effective disinfectant for use in the kitchen -and/or- [bathroom] [bedroom] [other household areas]
- Antibacterial [Formula]
- Antibacterial -or- Germicidal* Cleaning [on hard, nonporous surfaces] [for Kitchens -and/or- Bathrooms -or- All Over the House -or- Throughout the House]
- [Bacteria -and/or- virus†]-fighting -or- germ* fighting [formula]
- Cleaner and disinfectant in one
- Cleans and disinfects [all over the house] [everywhere] [on hard, nonporous surfaces]
- Disinfectant [for Household Use]
- Disinfects [Germs*]
- Disinfect[s] the -or- your ***list any Table 1 use site/surface*** [this season] [this flu** season]
- Disinfects [washable] kitchen surfaces including killing [99.9% of] germs* -and/or- bacteria -and/or- viruses† -and/or- fungi
- Easily clean and disinfect
- Fight[s] -or- reduce[s] the spread of germs* on hard, nonporous surfaces
- Fungicidal -or- Antifungal
- Germicidal* formula
- Kills [99.9% of] [common] [household] germs* [in seconds]
- Kills [99.9% of] Germs*
- Kills [99.9% of] [kitchen] [bathroom] bacteria [in seconds]
- Kills [99.9% of] ***any organism in List 2***
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- fight[s] [99.9% of] [the] Avian Influenza A [virus] on precleaned environmental surfaces
- Kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] [common] ***list any Table 1 use site/surface*** [bacteria -and/or- viruses†] -or- germs*
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [[commonly] found in -or- on [the] ***list any Table 1 use site/surface***]]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [commonly] found on [the] ***list any Table 1 use site/surfaces*** surfaces your kids -and/or- pets [may] touch every day
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [the] ***list any Table 1 use site/surface*** [from] [99.9% of] [common] [household] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [this season] [this flu season**]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [common] [household] [[bacteria -and/or- viruses†] [and other germs*]] -or- germs* [on] [from] [your] [children's] toys
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] ***list any organism*** [[commonly] found in -or- on [the] ***list any Table 1 use site/surface***]]
- Kill[s] -and/or- eliminate[s] -and/or- disinfects -and/or- destroy[s] -and/or- remove[s] -and/or- fight[s] [99.9% of] [the] flu [influenza] virus [[commonly] found in -or- on [the] ***list any Table 1 use site/surface***]]
- Kills certain viruses† [in 30 seconds] [in half a minute]
- Kills [E. Coli] [Salmonella] [kitchen germs*]
- Kills Flu Virus**
- Kills [household] bacteria -or- germs* -or- viruses† on washable kitchen -and/or- [bathroom] [household surfaces -and/or- fixtures] [throughout the home]
- Kills Influenza A [Hong Kong virus] [, the virus that causes the common flu] [in 30 seconds] [in half a minute]
- [Now] kills [most] [household] bacteria -or- germs* -or- viruses† [while it cleans] [tough] [everyday] [kitchen] [bathroom] [household] [messes]
- This product is a Broad Spectrum disinfectant, bactericidal according to the AOAC Germicidal Spray Products test method
- This product is effective against the pathogenic fungi Trichophyton mentagrophytes [(Athlete's Foot Fungus)] when used as directed for disinfection with a contact time of 10 minutes on hard, nonporous surfaces in bathrooms, including shower stalls, floors, and glazed bathroom tiles
- Use in public -and/or- common places where bacteria -and/or- viruses [and other germs*] -or- germs* may be of concern [you are concerned about [[bacteria -and/or- viruses†] [and other germs*]] -or- germs*] [on hard, nonporous surfaces]
- Use in public -or- common places where bacteria may be of concern -or- you are concerned about bacteria [on hard, nonporous surfaces]
- Virucidal† -or- Antiviral†

DISINFECTION continued:

[Now -and/or- New[!]] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

Germicidal* against the following [organisms]: -or- [***This product***] kills the following [organisms]: -or- Disinfects against the following [organisms]:

Organisms: (List 2)

Avian Influenza A [(H3N2)] Virus [(Avian Reassortant)] [Strain A/Washington/897/80 X A/Mallard/New York/6750/78] [(Avian flu)] [ATCC VR-2072]‡, Escherichia coli [(E. coli)] [ATCC 11229], *, †Herpes simplex virus Type 2 [Strain G, ATCC VR-734], [Hospital-Acquired] Methicillin-resistant Staphylococcus aureus [(HA-MRSA)] [ATCC 33592], †Human Immunodeficiency Virus Type 1 [(HIV-1)], †, **Influenza A [Hong Kong virus] [(common flu virus)] [ATCC VR-544]‡, Listeria monocytogenes [(Listeria)] [ATCC 19117], Methicillin-resistant Staphylococcus aureus [(MRSA)] [ATCC 33592], Pseudomonas aeruginosa [(Pseudomonas)] [ATCC 15442], Salmonella enterica **tested as Salmonella choleraesuis** [(Salmonella)] [ATCC 10708], Staphylococcus aureus [(Staph)] [ATCC 6538], Trichophyton mentagrophytes [(Athlete's Foot Fungus)] [ATCC 9533], [when used as directed] [for spray application]

‡on precleaned environmental surfaces

Use Sites:

See Table 1

Pandemic 2009 H1N1 Influenza A virus***

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.

- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

***** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html**

Mildewstat:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following the [general] cleaning directions. Spray until thoroughly wet. Let stand 10 minutes. Then wipe. Reapply as new growth appears

Alternate for Direct Application and Refill Bottle:

To Inhibit Mold or Mildew Growth on hard, nonporous surfaces: Thoroughly preclean [the] surface following [general] cleaning directions. Directly apply [this product] with a dry paper towel -or- [lint-free] cloth -or- sponge -or- mop -or- rag and wet surfaces completely. Let stand 10 minutes. Then wipe. Reapply as new growth appears..

- Inhibits -or- controls the growth of mold and mildew
- Prevents mold and mildew growth
- This product will effectively inhibit the growth of mildew and the odors caused by them when applied to hard, nonporous surfaces
- This product is mildewstatic and will effectively inhibit the growth of mildew and the odors caused by mildew when applied to hard, nonporous surfaces

Organisms:

Aspergillus brasiliensis **tested as Aspergillus niger** [(mildew)] [ATCC 16404], Trichophyton mentagrophytes [(Athlete's Foot Fungus)] [ATCC 9533]

DISINFECTION continued:

KILLS HIV ON PRECLEANED ENVIRONMENTAL SURFACES/ OBJECTS PREVIOUSLY SOILED WITH BLOOD/BODY FLUIDS in healthcare settings or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood or body fluids and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus Type 1 (HIV-1) (associated with AIDS).

SPECIAL INSTRUCTIONS FOR CLEANING AND DECONTAMINATION AGAINST HIV-1 ON SURFACES/OBJECTS SOILED WITH BLOOD/ BODY FLUIDS

PERSONAL PROTECTION: Clean-up should always be done wearing protective latex gloves, gowns, masks and eye protection.

CLEANING PROCEDURE: Blood and other body fluids containing HIV must be thoroughly cleaned from surfaces and objects before application of this product.

CONTACT TIME: Leave surface wet for 30 seconds.

For all other organisms, see directions for required contact times.

DISPOSAL OF INFECTIOUS MATERIALS: Blood, body fluids, cleaning materials and clothing must be autoclaved and disposed of according to local regulations for infectious waste disposal.

GENERAL CLAIMS:

[Now -and/or- New[!]] -and/&/or- Improved[!]] *to be used as a claim descriptor only for the first 6 months of product on shelf.*

Scent descriptors:

- [Citrus] [Lime] Blend -or- Zest
- Clean -or- Soft Cotton
- [Cotton] [Citrus] [Laundry] [Lemon] [Linen] [Pure] [Rain] [Refreshing] [Serene] [Spring] [Summer] [Sunburst] Clean
- [Crisp] [Lemon] [Lime] [Natural] Breeze
- Crisp Linen -or- Morning
- Crisp -or- Sunny Citrus
- Fresh [Bleach-free] [Citrus] [Clean] [Cotton] [Lemon] [Light] [Lime] [Linen] [Mist] [Natural] [Orange] [Rain] [Scent]
- [Laundry] [Lemon] [Ultra] [Watery] Fresh
- Lime Blast
- Mild -and/or- [citrus] [clean] [floral] [fresh] [lemon] [lime] [light] [mint] [mist] [natural] [orange] [pleasant] [pleasing] [powder] scent[ed]
- Morning Dew
- Orange Power
- With real pine essence -and/or- fragrance

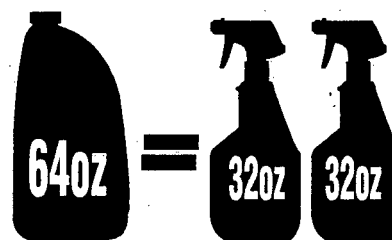
Non-disinfectancy-related bullets/bursts/sentences:

- A better way to keep your -or- my -or- the kitchen looking clean
- A kitchen that is ready-to-go
- A polished-clean kitchen
- All-Spray -or- Easy Spray -or-Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] [Technology]
- [Be] [Get] RefillSmartTM[!]
- Bleach Free
- Cheaper than [two] [2] 32 fl oz trigger[s] [sprays]*
- Cleans without bleaching -or- bleach
- Clear formula
- Contains no abrasives, harsh acids
- Contains no bleach -and/or- [dyes] [perfumes] [fragrance] [added colors]
- Deep Cleaning
- Developed -or- formulated with your kitchen in mind
- Dye-Free [and Fragrance-Free]
- Easy Drop Delivery
- Easy to use
- [Economy] refill [size]
- Fills -or- equal to [two] [2] 32 fl oz trigger[s] [sprays]
- For a cleaner, fresher household
- For use on both white and colored hard, nonporous surfaces
- Formulated to satisfy [-or- Satisfies] your sense of clean [-or- the senses]
- Fragrance-Free
- Free of [added] dyes -and/or- [perfumes] [fragrance] [colors]
- [Free of perfumes & -or- and] Clear of dyes
- Fresh scent [-or- streak-free] formula
- Get a noticeably clean kitchen
- Glass & Chrome [-or- Surface]
- Great for everyday use [in the kitchen -or- bathroom]
- Improved kitchen formula
- Institutional [size]
- Just spray and wipe
- Kitchen cleaning done right
- Last Drop Access
- Leaves no smeary residue
- Leaves your -or- my -or- the home -or- house smelling clean with a [light] fresh [citrus] [lemon] [lime] [mist] [natural] [orange] scent
- Low -or- No filming -and/or- streaking
- Made for kitchen surfaces and odors
- Made for your [-or- my -or- the] kitchen
- More Savings, Less Waste[!][!]
- Multi-Surface, Glass, and Chrome
- No [Added] Dyes -or- Fragrance -or- Perfumes
- No mixing
- No [Unpleasant] [Irritating] Fumes
- No streaking or filming
- No Waste -or- Wasteless Bottle
- Non Chlorine Formula: Will not bleach clothing or colored surfaces

GENERAL CLAIMS continued:

[Now -and/or- New[!]] -and/&/or- Improved[!]] **to be used as a claims descriptor only for the first 6 months of product on shelf**

- Non-abrasive formula [will not scratch surfaces]
- [Now] streak-free
- Passes the kitchen torture -or- everyday use test
- Perfume-Free
- Pump spray
- Recycle bottle
- Restores your kitchen to a clean state
- Saves a shopping trip††
- Six -or- 6 month supply[!]]§§
- Special [-or- Premium] Surfaces
- Stainless Steel
- Start with a clean slate
- Streak Free Shine
- Trigger spray
- Up to [a] 30% [discount] [cheaper] [free][!]]*
- [Use as a] [Pourable] refill for this product -and/or- [multi-surface] cleaner
- [Value] [multi] [twin] pack
- [Value] [Economy] [Budget] size -or- refill
- Value Pack
- Versatile
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox® -or- about [Clorox® products]]
- Works on a wide range of household surfaces, both indoors and outdoors
- Works quickly
- 45% More vs. 22 [fl] oz size -or- **X%** More vs. **X** [fl] oz size
- * [when compared to] [vs.] 32 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger [spray] in most stores, based on average retail price -and/or- volume
- †† [when compared to] [vs.] purchasing one 32 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger spray
- ‡‡ 40% -or- % less plastic [when compared to] [vs.] [in comparison to] two -or- 2 32 fl oz -or- 2 fl oz Formula 409 Antibacterial All-Purpose Cleaner trigger sprays
- § of this product
- §§ based on average volume per month usage cycle



SWEEPSTAKES INFORMATION AND CLAIMS:

You could WIN ***Insert name of grand prize*** in Formula 409®'s 50th Anniversary Sweepstakes -or- ***Insert name of Sweepstakes***, or one of many daily instant win prizes! See back for instant win code and enter at www.insertURL. No Purchase Necessary.

Formula 409® is celebrating its 50th Anniversary -or- ***Insert name of Sweepstakes*** by giving away hundreds of prizes, and you may be an instant winner! -or- Enter today for your chance to be an instant winner of daily prizes -or- the winner of ***insert name of grand prize***, in Formula 409® Brand Cleaner's ***insert name of Sweepstakes***. To find out if you have the right formula and are an instant winner, scratch off the box and enter your unique code at www.insertURL.
SCRATCH HERE

Enter at www.insertURL

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ONLY OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Promotion ends ***insert date***. For Official Rules, prize descriptions and odds disclosure, visit <http://www.insertURL>. Sponsor: ***Insert full sponsor name and full mailing address.***

Help celebrate Formula 409®'s 50th Anniversary -or- ***Insert name of Sweepstakes*** - visit www.insertURL for details on how you can participate in the celebration!

- [[50th] Anniversary -or- Special] Bonus [45% or 50%]! 33 oz or 32 oz for the 22 oz price.
- [[50th] Anniversary -or- Special] Value Edition -or- Pack! 45% or 50% more!
- [[50th] Anniversary -or- Special] Limited Edition! 33 oz or 32 oz for the 22 oz price.
- [[50th] Anniversary -or- Special] Bonus -or- Value Pack!
- 50th -or- 75th -or- 100th Anniversary
- Celebrating 50 -or- 75 -or- 100 Years of Formula 409!
- Celebrate the 50th -or- 75th -or- 100th Anniversary of Formula 409!

TABLE 1

Use Sites:

Airplanes	Dorms	Lavatories	Public facilities
Airports	Elevators	Laundry rooms	Public restrooms
Ambulances	Emergency vehicles	Living areas -or- rooms	[Public -or- Pay] telephone[s]
Automobiles	Factories	Lounges	[[phone] booths]
Basements	Family areas -or- rooms	Malls	Recreational centers -or-
Bathroom -or- locker room	Fast food restaurants	[Manufacturing] plants	facilities
facilities [surfaces]	Garages	Markets	[Rental] cars
Bathrooms	Gas stations	Mass merchandisers, discount	Rest stops
Bedrooms	Grocery stores	retailers -and/or- general	Restaurants
Boats	Gymnasiums	merchandise store[s]	Restrooms
Bowling alleys	Gyms	Military installations	School buses
Buses	Health clubs	[Mobile] home[s]	Schools
Butcher shops	Home centers	Motels	Shelters
Cafeterias	Homes	Motor homes	Ships
Campers	Hotels	Mudrooms	Shops
Churches	Households	Nurseries	Subways
Children's [game] rooms	[Institutional] laundromats	Offices	Supermarkets
Convenience stores	Institutions	Pet areas	Toolsheds
Correctional facilities	Kennels	Pharmacies	Trains
[Damp] storage areas	Kid's -or- child's [play] room	Play areas -or- rooms	Trolleys
Day care centers	Kitchen[s] [surfaces]	Playground	Vacation homes
Dens	Laboratories	[Police -and/or- fire] vehicles	Warehouse clubs

Surfaces: [For use on -or- Use this product on] [Washable] Hard, Nonporous Surfaces [throughout the house]:

Appliance exterior[s] [surfaces]	Dining room surfaces -and/or-	[Grocery] basket -or- cart	Plastic patio furniture -or- lawn
[Bathroom] [kitchen] faucet[s]	tables -and/or- fast food	handles	chairs
[handles]	restaurant tables	Gym equipment	Plastic shower curtains
Bathtubs	[Door] [cabinet] [appliance]	[Hard] plastic -or- vinyl	Playground equipment
Boats	knobs	Highchairs (non-food	Playpens
Bottom of pots and pans	Door[s] [frames]	contact areas)	Portable toilet exterior[s]
Burner trays	Doorknobs	[Kid's] play [structures]	Range hoods
Cabinets -or- cupboards	Drain boards	[equipment] [furniture]	Recycling bins
Cages	Drawer pulls	[tables]	Refrigerator door handles
Car interiors	Dressing carts	[Kitchen] appliance exteriors	Refrigerator exterior[s]
Chairs	Elevator buttons	Lamps	[surfaces]
[Children's] furniture	Baked enamel	Light switches [fixtures] [panels]	RVs
Chrome exterior[s] [surfaces of]	Exhaust fans	Lockers	Shelves and drawers
urinals -and/or- toilets	Fiberglass surfaces	[Medicine] cabinets	[Shower] doors
Closets	[Filing] cabinets	Metal [blinds] [work benches]	Shower stalls -or- showers
[Clothes] [diaper] hampers	Finished -or- painted hardwood	Microwave exterior[s] [surfaces]	Shower [walls]
Cooler exteriors	-or- [woodwork] [window sills]	Office machinery	Signs
Countertops -or- counters	Fixtures	Office -or- bedroom -or- bedside	Sinks
Cribs	Floors [around toilets]	furniture	Sports equipment
Crystal (non-food contact areas)	Freezer exterior	Outdoor grill exteriors	Stainless steel
Desks	Garage surfaces	Outdoor -or- patio furniture	Staplers
[Diaper] changing tables -or-	Garbage cans	Oven doors	Stereo consoles
areas	Glass	Pet areas -or- surfaces	Stovetops -or- stoves
Diaper pails	Glass-topped furniture	Piano keys	Synthetic marble
[Dining] [fast food] [kitchen]	Glazed porcelain [tiling -or- tile]	Plastic laundry hampers	Tables
[picnic] [play] [restaurant]	[Grocery store] carts	[baskets]	[Tiled] walls
[tray] tables			

TABLE 1***Surfaces continued:***

Tires	Toy boxes -or- storage bins	Vehicles	Washable kitchen surfaces
Toilet -and/or- urinal exterior[s] [surfaces]	Trailers	Vending machine surfaces	[Washable] walls
Toilet seats	[Training] toilets	[Vinyl] linoleum	Wastebaskets
[Toilet] [toilet flush] [telephone] [dishwasher] [cabinet] [door] handles	Trash cans	[Vinyl] wallpaper	Windows
Tools	Trash compactors	[Washers -or- dryers] [washing machine[s]] [exterior[s]]	Windshields
	Tubs [and] -or- glazed [ceramic] tile	[Washable] floors [including linoleum, no-wax, vinyl, and glazed ceramic tile]	
	Vanity tops		

TABLE 2***Soils:***

[Automotive] [splattered] grease	Dirt	Heel marks	Pet stains
Bathtub ring	Fingerprints	Juice stains	Smudges
Beverage stains	Food [-or- greasy -or- oily] spills	Mud	Soap scum
Cosmetics	[-or- splatters -or- messes]	[Outdoor] grime	Sticky food messes [-or- spills]
Crayon and pencil [marks]	Food stains	Pen -or- ink [marks]	Wine stains